

Buena Park Hotel Marketing Association

Annual Board of Directors Meeting Minutes

Monday, March 7, 2022

3:00 PM – 4:30 PM @ Fairfield Inn & Suites Buena Park

1. Call to Order - Chairman

An adjourned regular meeting of the Buena Park Hotel Marketing Association was called to order on Monday, March 7, 2022 at 3:05 PM, at Fairfield Inn & Suites by Chairman of the Board - Don Prescott.

Roll Call

Present: Don Prescott, Camilo Bruce, John Arredondo, Mariah Fritzges

Advisor Present: Sara Copping, Visit Buena Park

Public: Rikin Patel with Hampton Inn & Suites & Nikki Esposito with Fairfield Inn & Suites

2. Vote in New Board Member & Secretary – Mariah Fritzges with Knott's
Camilo made a motion to approve Mariah joining the Board to replace Kevin Wynne; John seconded it; approved unanimously

3. Approval of Minutes – Chairman
Camilo made a motion to approve the minutes; John seconded it; approved unanimously

4. **Public Comment/City Updates**

Sara passed on some comments from The City's Community Development office. The Source Hotel – Building Permits have been issued to the new owner of the Source Hotel to complete the interior tenant improvements in order to open and begin operation. Construction time is estimated at 6-8 months. The Former Stanford Hotel property at 7860 Beach Boulevard – City reacquired the property in February and is actively marketing it for either a new hotel developer, entertainment, or restaurant uses. The Request for Proposals was released on February 22nd and proposals are due by March 31, 2022. Also the Boysenberry festival is back and running from March 18-April 24. The Beach Blvd Club opened next to Pirates Dinner Adventure, it's a speakeasy dueling piano bar.

Matt Foulkes and Aaron France with the City would like to schedule monthly lunch meetings with the hotels to go over any concerns, grievances, updates and open communication. The hotels seemed to really like the idea but Camilo said he is busy and quarterly might be a better option. John agreed with that sentiment. Camilo said

that he had an issue with his neighbors and that Sara helped get this resolved. Sara said this was a good example of how you can use the time with Matt and Aaron.

5. Hopper Presentation – Betty Zhao with Hopper

Sara called Betty on the phone for a call-in presentation. Betty thanked everyone for their time. She introduced Hopper as a travel app, they are different than normal OTA's. They do not show up in meta searches. They started as a flight app but expanding into hotels. Audience is ages 35 and under and heavy mobile users. They are the exclusive agency for Capital One venture card holders. Customers generally book \$40B a year. Easy to work with them they don't charge any commission – they operate on net rate. There are 2 ways to work with them: They can pull the rates from 3 party suppliers or they can utilize a channel manager. Really easy to work with them and just wanted to get a brief overview of their product. Don asked how they make their money? Betty said off of mark ups and margins, similar to how they work with wholesale partners. They make the money off of the price difference they apply to the customer. Camilo wanted to confirm there was no commission and Betty said correct there is no commission. Camilo also asked how many hotel partners they currently have and if they have any references to validate their business? Betty said they have some of the biggest investors backing their business and she can send us who they currently work with. She also mentioned that they process all the payments and so they take all the risk of fraudulent charges not the hotel. Sara said she would pass on Betty's information to all the hotels and they can reach out to her directly.

6. Executive Director and Marketing Report – Sara Copping

Sara said they have completed the BP Travel Guide and that they should be at all the Buena Park hotels and airports. She said that if they are not showing up at their hotels they should let Sara know so that she can notify Certified Rack who handles their distribution. Camilo asked how many guides we printed and where they are all distributed aside from that. She says 50,000 printed and at AAA offices, military bases, travel trade offices and thru 3 online sites. Sara passed out hard copies of the guide to everyone to take home. Travel guide requests are way up again and that's how Sara can tell things are starting to turnaround. Hotels should also have received a pdf copy of the travel guide with the hotel page so that they can use it for sales purposes.

Sara brought up staffing changes. Sara explained that The City has opened up the Marketing/PR Specialist position that will close in 2 weeks. The interview process is different for the public sector, the first round of interviews require 3 panelists. It's an all-day commitment and the City takes you out to lunch. It's really important that they get the right panelist so we can get the right candidate. The interview date is April 14th, so Sara asks to contact her if anyone

is available. Camilo asks if the City comes up with the questions? Sara said yes, they give you all the questions and preps everyone before the interviews starts.

Sara also mentioned that she went to Go West in Reno a couple weeks ago and she is still venting them and will continue to send out leads. She also had 25 appointments through IMM media showcase. She is currently going through the list and picking and choosing who she feels is a good fit for this year. Camilo asked who are the international media that Sara is working with? Sara said while there was international media available, that I get to choose the area/markets that she wants so with the current climate she is only focusing on domestic markets. She met with PBS shows, TV broadcast, journalists and influencers were all in the mix.

Sara is working with the TMD's PR agency to wrap up the Satellite Media Tour starting April 30 in three domestic markets – Nevada, Arizona and parts of California. Monica Goes, a Youtuber and social influencer is going to be our ambassador and spokesperson. She will speak with a host and it will premier on shows like Good Morning America, The Today show and similar shows. We should get more than 20 million impressions and then Sara can take that footage and leverage it on our social media channels doubling our exposure. Don asked if Mariah has all of our marketing material to look at? Sara said she recently sent her and Karen in your Corporate Marketing office our new video, travel guide and some coops that Knott's and Visit Buena Park worked on together.

Greenhaus, our ad agency has completed all their marketing materials required in our proposal except for the Halloween campaign. Sara played the new video called Land of Yes and everyone really liked it. Sara mentioned its doing really well through TV, social media and you tube ads. You shouldn't be seeing the video though because its playing in markets outside of LA and OC. Greenhaus has completed our brand identity, logo, print, social media and banners ads. Sara said she wants to work with stakeholders on doing more Yes campaigns but needs to wait until we get more staff. Camilo asked how Sara feels about their work? Sara said she was pleased and that the brand has been elevated. Its been 10 years since the brand was updated and its looks and is performing well. Sara said at the next meeting she will bring stats on the new ad material performance. Sara received all the working files from Greenhaus so she can use and repurpose throughout all different platforms. Sara also said she wanted to created animated gif banners ads, Greenhaus was going to charge her \$30K so Sara took them to a freelance graphic artist who created them for under \$1K, and she said they turned out great and are currently running on google. Sara also asked the freelance artist to update the media and sales kit to reflect the new branding. It was much cheaper to go through the freelancer.

Sara showed the updated media kits and everyone seemed pleased with the results. Sara said these kits are used at travel trade conferences and media shows. If you want any of the pages please let Sara know and she can extract them from the kits. Sara also relayed that if hoteliers have any VIP clients, travel trade or media staying she has a bag full of souvenirs she can put together. Sara mentioned that they used to do a Tour Operator Appreciation day and that she is in talks with stakeholders to bring that back potentially in November. Camilo said he thinks it's a good idea. Don mentions his hotel will be under renovation and a mess to host them at that time. Sara said she will keep them informed about that event.

Lastly, Sara mentioned that she is currently working on the City Budget and that there are no major changes or budget reductions. Everything seems very status quo so far.

7. Grubhub for Hotels – Chet Tilles with Grubhub

Chet introduced himself as the rep for Grubhub's hotel and resort program. For full service properties, Grubhub for hotels and resorts makes it easy to elevate your on-site dining operations and guest experience through world-class mobile ordering in a branded, gated environment within the Grubhub app. The bespoke experience can be tailored to offer the pickup and delivery options optimal for your property - and we can also integrate with guest folios to provide all of the payment options and data collection needed for your guests. Finally, we can support hotel operations beyond dining by powering convenience stores and even virtual shops to tip housekeeping. We handle the technology while your staff focuses on making delicious food, helping unlock significant savings and reducing labor costs. You can read more about how we power the dining at Resorts World. For the focus service properties, Grubhub for Hotels is focused on providing a seamless off-property ordering experience with unique deals for the guest and revenue sharing options for the property. Implementation is as simple as Grubhub developing a trackable QR code and URL that can be scanned or clicked on property to open the Grubhub app. We can either provide these marketing pieces or you can create custom marketing collateral that would be handed out by front desk staff to the guests. The guests would get a specific offer to incentivize use and the property would get paid a bounty every time a new user used the app. Sara told Chet that she would forward his contact info to interested hotels. John said that they use Uber Eats for Marriott rewards and some of the other hotels agreed.

8. TMD FY 2022-2023 Budget& Marketing Review – Sara Copping

Sara says it's time to start working on our FY2022-2023 budget and marketing plan. Sara told the new members that their fiscal year starts July 1st. That way

it aligns with the City's. Don says it works much better that way and they handle our TMD audit at the same time. Sara said that they had projected to bring in \$700K but they should be coming in well over that amount plus the carryover which is \$781K. Sara says they have a ton of money and she needs to start spending and increasing ad funds. Don says yes start increasing the advertising and pulling the trigger. Sara also asked if they want to increase the reserves from 4% to 8 or 9% due to COVID or any other disaster protection programs? Don said it isn't going to do a lot for us since we are structured in a conservative way. John said he thinks we should keep it at 4% and Camilo agrees. Sara asks what they think we should project with revenue? Sara said she thinks \$1M is safe and then we may have \$500,000 in carryover totaling \$1.5M budget. Everyone agrees that sounds right and to move forward with that projection.

9. Present and discuss Finance/Budget Review YTD – Treasurer, Javier Solis

Sara said that Javier normally handles the finance discussion but since he didn't show up she can give a quick overview. So far expenditures come to \$470,000 and revenue including carryover comes to \$1.36M that puts us at \$897K left for this FY. Needless to say we are in a really good spot to start ahead of the curve and get back to advertising.

10. Public comment on matters not on the agenda

11. Set Meeting Schedule – Chairman

Next meeting will be sometime in the end of May

12. Agenda Items for Future Meetings – Board Members

13. Adjourn

The board meeting ended at 4:04pm.